WHAT IS CLAIMED IS:

1   1.   A method for collecting and storing data regarding the viewing habits of a user

2   comprising the steps of:

3   (a)   storing user selections on a memory device;

4   (b)   transmitting user selections stored on the memory device over a network

5   for storage on a further memory device; and

6   (c)   creating a statistical data base based upon the user selections.

1   2.   The method according to claim 1 wherein said memory device is a television, a

2   computer monitor, or a controller for a television or a computer.

     3.   The method according to claim 2 wherein said controller is a remote controller.

1   4.   The method according to claim 3 wherein said controller is placed into a cradle

2   which optionally charges said controller, and which downloads stored information

3   for simultaneous or subsequent transmission to a collector of said information.

1   5.   The method according to claim 1 wherein said data regarding said viewing habits

2   is specific to a given viewer or location of viewing.

1   6.   The method according to claim 1 wherein said data regarding said viewing habits

2   is specific to the viewing habits of a viewer or group of viewers of television

3   program content.

1   7.   The method according to claim 1 wherein said data regarding said viewing habits

2   is specific to the viewing habits of a viewer or group of viewers of content on the

3   INTERNET.

1
2
3

8. A television, computer or remote controller of a television, computer comprising hardware and software for accurately measuring the time period and providing an indication of the content of the material viewed .

1
2
3
4
5

9. An interactive system comprising a remote **101** to control a television or computer **102** which contains software and hardware known to track stations or URL's as the user selects different channels or sites on the world wide web, such that the location and time spent at each location or channel is recorded for subsequent or simultaneous transmission of the viewing data to a server system.

1
2
3

10. The system according to claim 9 wherein said data is directly transmitted by the remote **101**, or wherein said data is downloaded to a cradle **103** for transmission to a computer **104** for analysis of the data.

1
2
3
4

11. The system according to claim 10 wherein said computer **104** transmits the data or analysis thereof to remote locations via the distributed global computer network, the INTERNET **105** or via discrete private linkups over telephone lines, wide area networks, local area networks or combinations thereof.

1
2

12. The system according to claim 11 wherein the remote **101** is rechargeable, and the cradle **103** is adapted to recharge the remote.

1
2
3
4

13. The system according to claim 11 wherein said data is downloaded to the cradle **103** for transmission to a computer **104**, or wherein the cradle signals the remote **101** to transmit the data to a computer **104** via an infra-red receiver linked to the computer, or via a wired connection.

1
2
3
4
5

14. The system according to claim 12 wherein the receiving computer **104** processes the data into a defined format for direct review and/or transmits either the raw data, the processed data, or both to a remote viewing data collection host computer where the information may be further processed and analyzed as needed.

1   15.   The interactive system according to claim 9 comprising a memory which as each
2   button is depressed on a remote **201** is recorded into the memory of the remote
3   **201** for subsequent or simultaneous transmission of the viewing data to a server
4   system, wherein said data is directly and automatically transmitted by the remote
5   **201** to a computer **204** via an IR receiver, or wherein the viewer activates the
6   transmission of the data to the computer **204.**

1   16.   The interactive system according to claim 15 wherein the computer **204** transmits
2   the data or analysis thereof to remote locations via the distributed global computer
3   network, i.e. the INTERNET **205** or via discrete private linkups over telephone
4   lines, wide area networks, local area networks or combinations thereof.

1   17.   The system according to claim 16 wherein the receiving computer **204** processes
2   the data into a defined format for direct review and/or transmits either the raw
3   data, the processed data, or both to a remote viewing data collection host
4   computer where the information may be further processed and analyzed as
5   needed.

1   18.   A remote controller for a television or a computer which comprises hardware and
2   software for recording channels or URLs and periods of time during which a
3   viewer of the television or computer views content at said channel or URL and
4   wherein said remote is adapted for transmission of the recorded data to a
5   computer system for analysis of said viewer data.

1   19.   The remote according to claim 18 adapted for use in connection with a digital
2   video recorder.